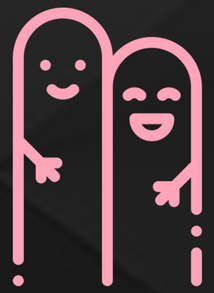
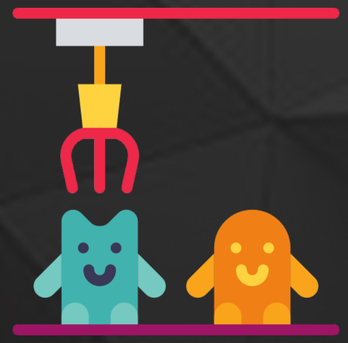
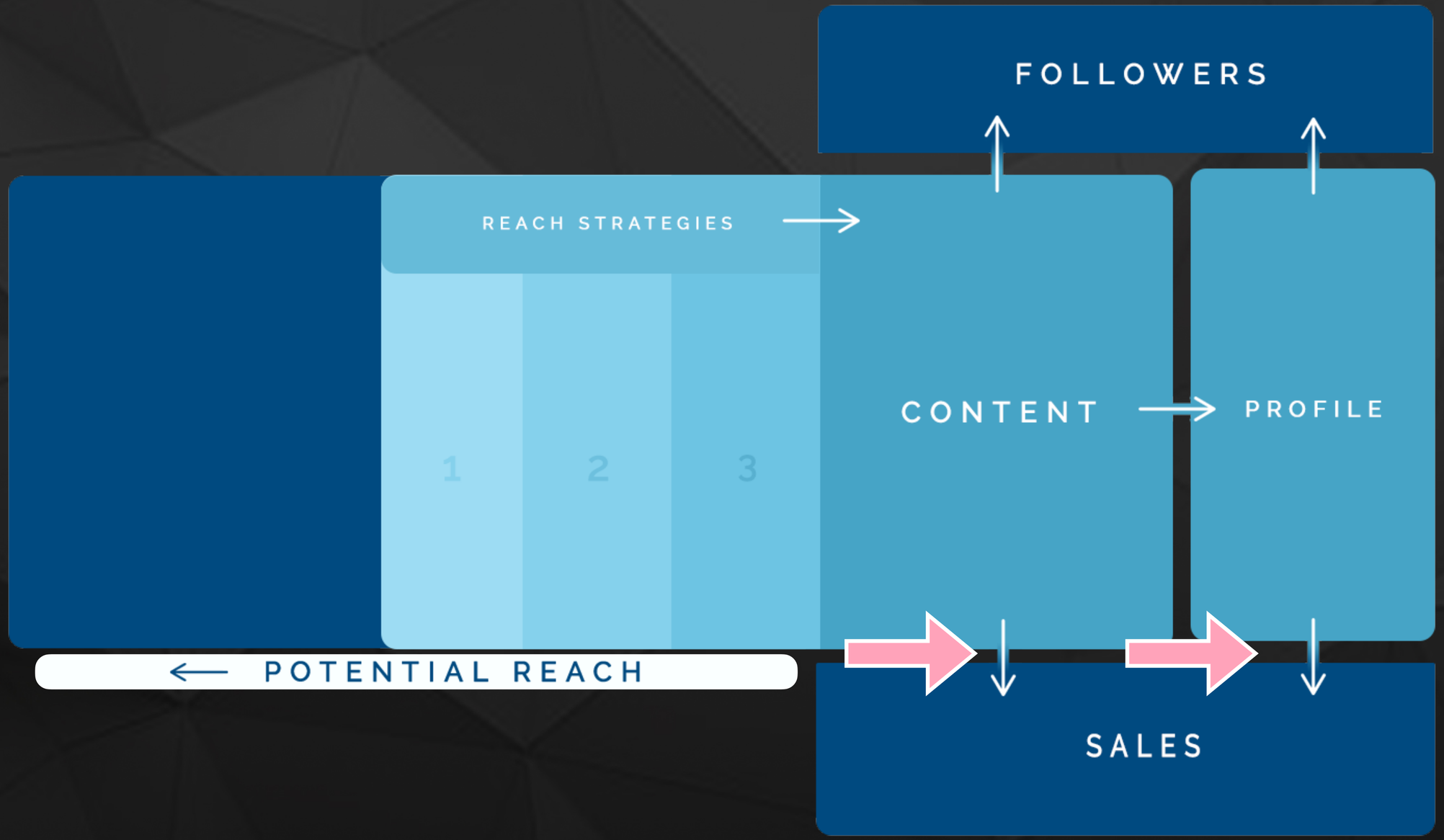
BUILDING RELATIONSHIPS

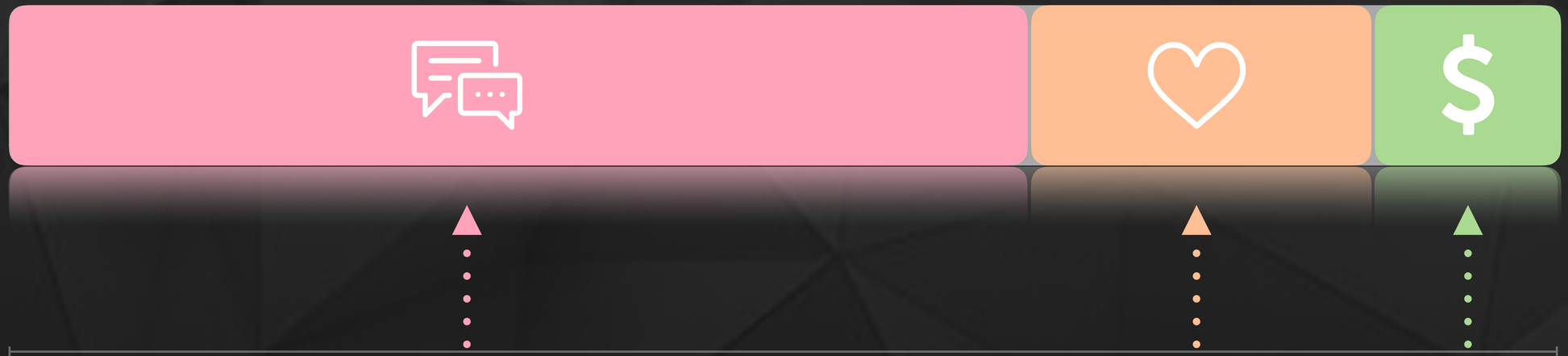
Building **long-term relationships** with your audience will allow you to build a long term sustainable business that will make you **money** for years





Failure to build a **value-giving relationship** will turn your instagram efforts will be turned into a short term cash grab.


FOLLOWERS
REACH STRATEGIES
1
2
3
CONTENT
PROFILE
POTENTIAL REACH
SALES



70% Engagement / Reach

20%
Trust / Affinity

10% Sales

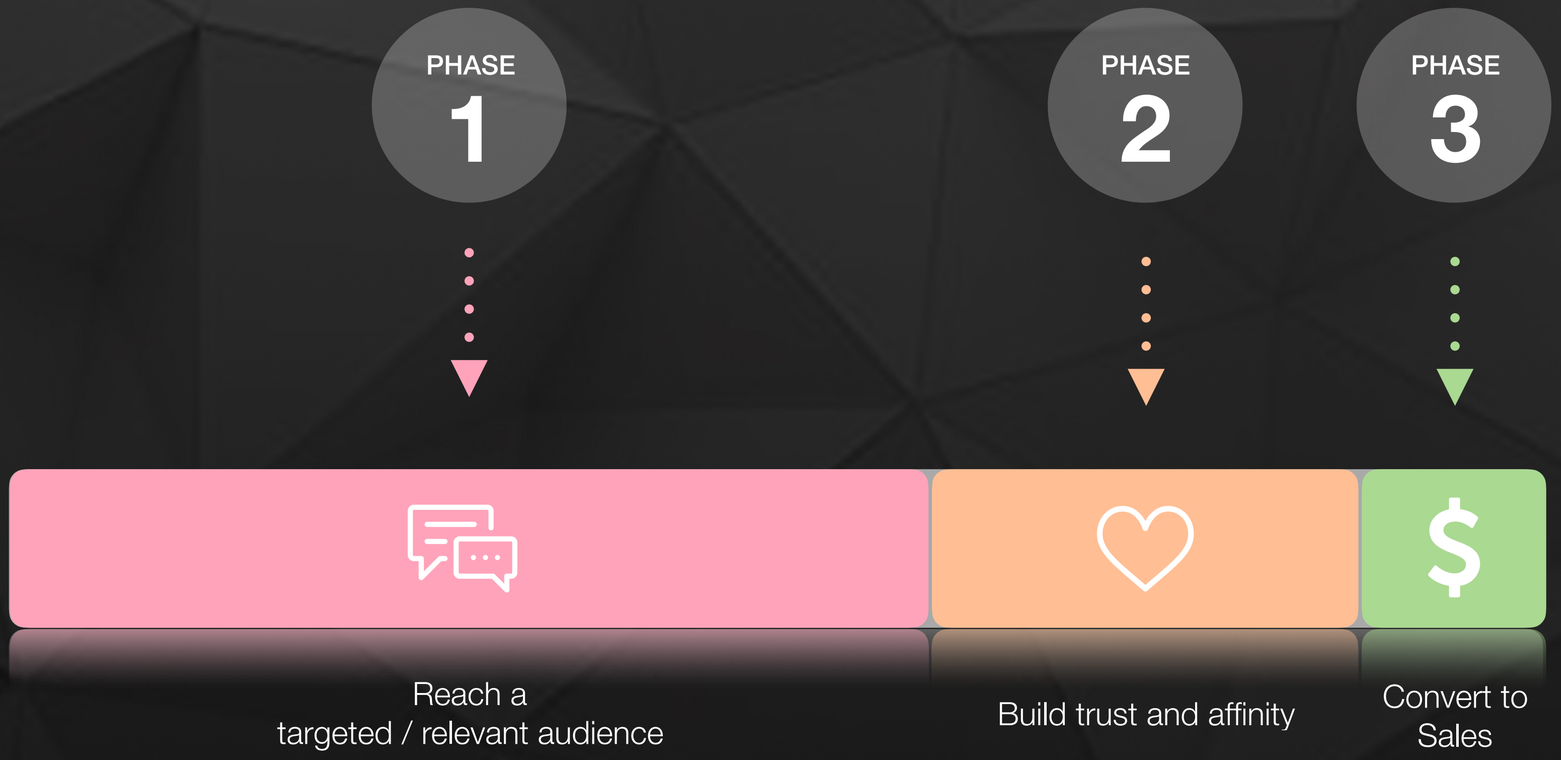
LOVE YOUR CONTENT

INTERACT / DM WITH CUSTOMER

TRUST

CTA TO WEBSITE / SHOP

BUY PRODUCT


PHASE
1
PHASE
2
PHASE
3
$
Reach a
targeted / relevant audience
Build trust and affinity
Convert to
Sales

1000 followers

ENTERTAIN

INSPIRE

TESTIMONIALS

EDUCATE

SELL

50 sales + increased affinity

VS

1000 followers

SELL

SELL

SELL

SELL

SELL

5 sales + hurt affinity

ENTERTAIN

INSPIRE
(DM CTA)

TESTIMONIALS

EDUCATE

SELL